

a campaign for the National Western Stock Show

Campaign Roundup from Peter Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

Once a year, the campaign Vice Chairs and I slip away to do some serious, heads-down planning, strategizing, and dreaming about the work of the campaign – and, of course, we try to have a little fun. This year, we were fortunate enough to be hosted by Monarch Casino Resort Spa in Black Hawk, thanks to our CEO and Vice Chair, Paul Andrews, who sits on their board. They took care of us last week in fine fashion, and we appreciated their generosity.

We went there with three objectives to focus on, and I am happy to report significant progress was made on all three. In brief, here is what we spent our time on:

- 1. Garnering a better overall understanding of where we stand today with the project in relation to budgets and timelines. It's been a tough couple of years, so it was good to really dive into this.
- 2. Determining the next steps in our campaign journey. We are just a whisker away from reaching

\$100MM. But as I have mentioned in several of these Roundups, we know we will need more. COVID-related hiccups and increased construction costs – both in terms of labor and materials – have raised the price of our new world headquarters, the Legacy Building. Plus, I know there are more than 926 of you who love the Stock Show, so we are going to keep going strong.

3. Making the most of Stock Show 2023. There isn't a better time to shine than during those 16 days in January, and this year, we want to really rethink and re-evaluate the campaign's presence at Stock Show. Let me just say this: I am even more excited than I have been for Stock Show and will look forward to sharing all the details before year-end.

It was a productive, enjoyable time away, and it reminded me how lucky I am to have such a terrific group of Vice Chairs – and how fortunate we ALL are to have such great supporters.

A New Opportunity – JUST FOR MEMBERS

One of the challenges we discussed was how to increase donor participation in general, and, specifically, how to get our Western Stock Show Association Members more involved. Right now, only about 22% of our 1,603 members have actually donated, and I'd like to see that number closer to 100%!

We have – I think – come upon a terrific idea that not only gives our members a special opportunity to be a part of this campaign, but also fills a great need for the Stock Show: a Members' Flag.

High above the Cille and Ron Williams Yards will fly an American flag for all who visit the Stock Show and many other events throughout the year to see.

The Honoring the Legacy Campaign will be reaching out to Western Stock Show Association members for contributions at either the \$100 or \$300 level to make it happen. Donations to this signature fundraiser will not only fund the flag and the 50-foot pole from which it will fly, but will also support the development of the new National Western Center, the new home of the Stock Show and so much more.

Each donor will be recognized with their name being added to one of the three six-foot pillars that will flank the flagpole. We've included a rendering of what we envision for the donor recognition at the base. So, if you are a member, keep an eye out for a special appeal just for you – and even if you've already made a gift (thank you!), we'd encourage you to also think about being a part of the Members' Flag.

Stay tuned – more information on this opportunity will be coming to our members soon!



An Incredibly Artful Gift for Legacy

Last January we cut the ribbon on the Nan and Hugh Williamson Entry Plaza in the Yards. That represented a terrific gift, and we were thrilled the Williamsons chose to be a part of the campaign. But recently, they called to ask if we could use a little more help – this time in the Legacy Building in the form of an exquisite collection of art, artifacts, books, and furnishings.

As a small child, Nan lived on a ranch in Texas for two years until her dad volunteered to join the army and was shipped overseas. At that time her mom moved the family into town, but they always had horses. Her dad left Hugh his saddle, lariat, and spurs when he died, and they displayed those items in their first mountain home in Breckenridge.

Nan had been collecting Native American artifacts and suggested Hugh begin collecting spurs, which he did as they traveled around the West. Then Hugh met Fred Fellows in Tulsa, Oklahoma, and bought one of his early bronze sculptures (see photo). After that, the collecting seemed to just occur naturally. Much of the art was purchased at Stock Show's own Coors Western Art Show and sales over the years.



Just two examples of what is coming our way: a spur collection on the left and a Fred Fellows sculpture on the right. Photos courtesy of the Williamsons

They describe their collection as "eclectic." Other than a carefully curated and meaningfully accumulated spur collection (check out that photo – it's magnificent), they said they didn't really have a plan or interest in looking for specific items. Throughout their travels over the years, they might have seen something they liked or have been told by someone about some gem. But make no mistake: Plan or no plan, this collection is a superb addition to the Legacy Building.

I asked Nan and Hugh what inspired them to leave such an incredible gift to the campaign. They said, "As we have watched the new site develop into what is unquestionably going to be a world class facility, it occurred to us that the items in our collection will be of interest to the people who visit for years and years to come. And the new building is going to be a beautiful home for what we have collected. It was just the right thing to do."

It was just the right thing to do – wow! How lucky and blessed are we to have friends like this. Thank you, Nan and Hugh. Your collection will be jewels in our Legacy Building crown!



A couple of months ago we started a new feature called "I Left a Legacy Because..." We are

encouraging donors to tell us why they made a gift to our campaign. You can find more information on this and how to participate <u>here</u>. These quotes will be prominently highlighted throughout Stock Show, on our website, and across our social media channels. We'd love to hear from you!

Since I am asking you to participate, I wanted to share my quote:

I left a legacy because:

"Our Western legacy, values, and traditions are important – no, critical. They capture our spirit and our resolve, God, family, and country, regardless of political persuasions or other differences. They endure, and I want future generations of my family to learn about them and understand the role they played in the freedoms we enjoy today."

For questions about the campaign or making a gift, please contact

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For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com